

**WSFA** 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

Front Line Strategies Attention: Accounts Payable 526 East Park Avenue Tallahassee, FL 32301

Send Payment To:

**WSFA Regions Bank** ATTN: Lockbox # 1400 P.O. Box 11407 Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-2	10/01/17	October 2017	09/25/17 - 09/26/17

<u>Property</u>	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

Flight Dates	Order #	Alt Order #
09/11/17 - 09/26/17	1808257	08778591
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling	•	
Agency Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

Spots/

							Spoisi			
Line Start I	Date End Dat	e Description		Start/End Time	MTWTFSS	Length	Week	Rate	Type	
13 09/25/	/17 09/26/17	7 Today In Al	abama	6a-7a	MT	:30	2	\$175.00	NM	
Weeks			MTWTFSS	Spots/Week	Rate					
	09/25/17		MT	2	\$175.00					
Spots: #	Ch Day	<u> Air Date</u> <u>Air Ti</u>	<u>ime</u> <u>Descrip</u>	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
2	WSFA M	09/25/17 6:46	AM Today	In Alabama	6a-7a	:3	0 FLSM1908H			\$175.00 NM
1	WSFA Tu	09/26/17 6:30	AM Today	In Alabama	6a-7a	:3	0 FLSM1908H			\$175.00 NM
14 09/25/	/17 09/26/17	NBC Today	Show	7-9am	MT	:30	2	\$115.00	NM	
Weeks	Start Date 09/25/17		MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$115.00					
Spots: #	Ch Day	Air Date Air Ti	me Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
2	WSFA M	09/25/17 8:39	AM NBC To	oday Show	7-9am	:3	O FLSM1908H			\$115.00 NM
11_			AM NBC To	oday Show	7-9am	:3	O FLSM1908H			\$115.00 NM
15 09/25/	17 09/26/17	NBC Today	2	9-10am	MT	:30	2	\$115.00	NM	
Weeks	Start Date 09/25/17		MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$115.00					
Spots: #	Ch Day A	Air Date Air Ti	me Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
2	WSFA M (	9:28	AM NBC To	oday 2	9-10am	:3	O FLSM1908H			\$115.00 NM
1	WSFA Tu (	9:59	AM NBC To	oday 2	9-10am	:3	0 FLSM1908H			\$115.00 NM
16 09/25/	17 09/26/17	NBC Today	Show 3	10-11am	MT	:30	2	\$75.00	NM	
Weeks	: <u>Start Date</u> 09/25/17		MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$75.00					
Spots: #	Ch Day A	Air Date Air Tir	me Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1	WSFA M C	9/25/17 10:55	AM NBC To	day Show 3	10-11am	:3	O FLSM1908H			\$75.00 NM
2	WSFA Tu C	9/26/17 10:33	AM NBC To	oday Show 3	10-11am	:3	O FLSM1908H			\$75.00 NM

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1	Advertiser	Product	Estimate Number
F	POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

#### www.wsfa.com

WWW.WSId.COIII					
		Spots/			
Line Start Date End Date Description Start/End Time	MTWTFSS	Length Week	Rate	Туре	
17 09/25/17 09/26/17 ALABAMA LIVE @ 11A 11-1130Am	MT	:30 2	\$70.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           09/25/17         10/01/17         MT         2	<u>Rate</u> \$70.00	11,000			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 09/25/17 11:12 AM ALABAMA LIVE @ 11A	11-1130Am	:30 FLSM1908H			\$70.00 NM
2 WSFA Tu 09/26/17 11:30 AM ALABAMA LIVE @ 11A	11-1130Am	:30 FLSM1908H			\$70.00 NM
18 09/25/17 09/26/17 ALABAMA LIVE @ 1130 1130A-12P AM	MT	:30 2	\$70.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 09/25/17 10/01/17 MT 2	<u>Rate</u> \$70.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 09/25/17 11:37 AM ALABAMA LIVE @ 1130AN		:30 FLSM1908H			\$70.00 NM
2 WSFA Tu 09/26/17 11:58 AM ALABAMA LIVE @ 1130AN	1 1130A-12P	:30 FLSM1908H			\$70.00 NM
19 09/25/17 09/25/17 WSFA 12 News at Noon 12-1230pm	1	:30 1	\$225.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           09/25/17         10/01/17         1         1	<u>Rate</u> \$225.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 09/25/17 12:09 PM WSFA 12 News at Noon	12-1230pm	:30 FLSM1908H			\$225.00 NM
00 00/05/47 00/05/47 NACEA 40 NEW AT 4D M E 4 400D	1	.20 1	£425.00	NINA	
20 09/25/17 09/25/17 WSFA 12 NEWS AT 4P M-F 4-430P M	T	:30 1	\$135.00	NM	
Weeks:         Start Date 09/25/17         End Date 10/01/17         MTWTFSS 1         Spots/Week 1	<u>Rate</u> \$135.00	2			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 09/25/17 4:08 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 FLSM1908H			\$135.00 NM
21 09/25/17 09/25/17 WSFA 12 NEWS AT 4P M-F 430-5P M	1	:30 1	\$115.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 09/25/17 10/01/17 1 1	<u>Rate</u> \$115.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 09/25/17 4:55 PM WSFA 12 NEWS AT 4PM	M-F 430-5P	:30 FLSM1908H			\$115.00 NM
22 09/25/17 09/25/17 WSFA 12 News at Five 5-530pm	1	:30 1	\$420.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           09/25/17         10/01/17         1         1	<u>Rate</u> \$420.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WSFA M 09/25/17 5:15 PM WSFA 12 News at Five	5-530pm	:30 FLSM1908H			\$420.00 NM
23 09/25/17 09/25/17 WSFA 12 News at Six - 6-630pm	1	:30 1	\$350.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week	Rate				
09/25/17 10/01/17 1 1  Spots: # Ch Day Air Date Air Time Description	\$350.00 Start/End Time	Length Ad-ID			Rate Type
Spots:         #         Ch         Day         Air Date         Air Time         Description           1         WSFA         M         09/25/17         6:17 PM WSFA 12 News at Six - MF	6-630pm	:30 FLSM1908H			\$350.00 NM
24 09/25/17 09/25/17 WSFA 12 News at Ten - 10-1035pm	1	:30 1	\$415.00	ŇΜ	3.5 1.00

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Day Air Date

Air Time Description

Spots: # Ch

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

ww.wsfa.com							-		
						Spots/			
ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Weeks:	Start Date 09/25/17	End Date MTWTFSS 10/01/17 1		<u>Rate</u> \$415.00					
Spots: # Ch			1 cription	Start/End Time	l engt	h Ad-ID			Rate Typ
		the desired at the last two last to the la	A 12 News at Ten - MF	10-1035pm		0 FLSM1908H			\$415.00 N
36 09/25/17	09/26/17	Today in Alabama 5a	m 5-530a	MT	:30	2	\$85.00	NM	
10/	01 1 0 1								
Weeks:	Start Date 09/25/17	End Date MTWTFSS 10/01/17 MT	Spots/Week 2	<u>Rate</u> \$85.00					
Spots: # Ch	Day Air	Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Typ
1 WS	SFA M 09/	25/17 5:23 AM Toda	y in Alabama 5am	5-530a	:3	O FLSM1908H			\$85.00 NN
2 WS	SFA Tu 09/	26/17 5:21 AM Toda	y in Alabama 5am	5-530a	:3	0 FLSM1908H			\$85.00 NN
39 09/25/17	09/26/17	Today in Alabama 53	0a 528am-6am	MT	:30	2	\$100.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
S4 # Ob	09/25/17	10/01/17 MT	2	\$100.00	1	L A J ID			Data Tarr
Spots: <u>#</u> <u>Ch</u> 2 WS			<u>ription</u> y in Alabama 530a	Start/End Time 528am-6am		<u>h</u> <u>Ad-ID</u> 0 FLSM1908н			Rate Typ \$100.00 NN
1 WS			y in Alabama 530a y in Alabama 530a	528am-6am		0 FLSM1908H			\$100.00 NN
2 2 2	0.000		y III Alabama 550a	520am-0am					\$100.00 NI
42 09/25/17	09/26/17	Today In Alabama	6a-7a	MT	:30	2	\$175.00	NM	
Weeks:	Start Date 09/25/17	End Date MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$175.00					
Spots: # Ch			_	Start/End Time	Lenat	h Ad-ID			Rate Type
· — —		25/17 6:10 AM Toda		6a-7a		0 FLSM1908H			\$175.00 NN
1 WS	FA Tu 09/	26/17 6:52 AM Toda	y In Alabama	6a-7a	:30	O FLSM1908H			\$175.00 NN
45 09/25/17	09/26/17	NBC Today Show	7-9am	MT	:30	2	\$115.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	09/25/17	10/01/17 MT	2	\$115.00					
Spots: # Ch	<u>Day</u> <u>Air</u>		<del></del>	Start/End Time		n Ad-ID			Rate Type
4 WS		25/17 7:21 AM NBC	5	7-9am		) FLSM1908H			\$115.00 NN
3 WS	FA Tu 09/2	26/17 8:56 AM NBC	Today Show	7-9am	:30	) FLSM1908H			\$115.00 NN
52 09/25/17	09/26/17	NBC Today 2	9-10am	MT	:30	2	\$115.00	NM	
Weeks:	Start Date		Spots/Week	Rate					
enote: # CL	09/25/17	10/01/17 MT	2	\$115.00 Start/End Time	lanett	74 ID			Doto Torr
Spots: <u>#</u> <u>Ch</u> 2 WS	Day Air FA M 09/2			Start/End Time 9-10am		<u>1 Ad-ID</u> ) FLSM1908H			Rate Type \$115.00 NN
2 WS				9-10am 9-10am		) FLSM1908H			\$115.00 NN
55 09/25/17	09/26/17		10-11am	MT	:30	2	\$75.00	NM	\$110.00 H
	09/20/17	NBC Today Show 3		v	.30		φ/3.00	INIVI	
Weeks:	Start Date 09/25/17	End Date MTWTFSS 10/01/17 MT	Spots/Week 2	<u>Rate</u> \$75.00					
				A		4 1 15			

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Start/End Time

Length Ad-ID

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

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						Spots/			
Line Start Date	End Date De	scription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
55 09/25/17	09/26/17 NE	C Today Show 3	10-11am	MT	:30	2	\$75.00	NM	
Spots: # Ch	Day Air Date	Air Time Descript	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA	A M 09/25/17	10:33 AM NBC To	day Show 3	10-11am	:3	O FLSM1908H			\$75.00 NM
2 WSFA Tu 09/26/17 10:55 AM NBC Today Show 3		10-11am	:3	O FLSM1908H			\$75.00 NM		
62 09/25/17	09/25/17 EN	TERTAINMENT TON	II 630-7p	M	:30	1	\$215.00	NM	
	Start Date <u>End</u> 10/0	<u>Date</u> <u>MTWTFSS</u> 1/17 M	Spots/Week 1	<u>Rate</u> \$215.00					
Spots: # Ch	Day Air Date	Air Time Descript	tion	Start/End Time	Lengtl	h Ad-ID			Rate Type
1 WSFA	A M 09/25/17	6:56 PM ENTER	TAINMENT TONIGH	Г 630-7р	:3	O FLSM1908H			\$215.00 NM
68 09/25/17	09/25/17 To	night Show	1035-1137pm	M	:30	1	\$115.00	NM	
	Start Date End 19/25/17 10/0	<u>Date</u> <u>MTWTFSS</u> 1/17 M	Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch	Day Air Date	Air Time Descript	ion	Start/End Time	Lengtl	n Ad-ID			Rate Type
1 WSFA	A M 09/25/17	11:35 PM Tonight	Show	1035-1137pm	:30	) FLSM1908H			\$115.00 NM
69 09/18/17	09/25/17 The	e Voice	7-9p	M	:30	1	\$900.00	NM	
	<u>Start Date</u> <u>End</u> 9/25/17 10/0	<u>Date</u> <u>MTWTFSS</u> 1/17 M	Spots/Week 1	Rate \$900.00					
Spots: # Ch	Day Air Date	Air Time Descript	ion	Start/End Time	Length	Ad-ID			Rate Type
2 WSFA	M 09/25/17	7:27 PM The Void	ce	7-9p	:30	) FLSM1908H			\$900.00 NM
79 09/26/17	09/26/17 Am	erica's Got Talent	7-9pm	-T	:30	1	\$750.00	NM	
	tart Date <u>End</u> 9/25/17 10/0		Spots/Week 1	Rate \$750.00				2	
Spots: # Ch	Day Air Date	Air Time Descript	ion	Start/End Time	Length	Ad-ID			Rate Type
1 WSFA	Tu 09/26/17 Credited	America	's Got Talent	7-9pm	:00	)			\$750.00 NM
85 09/25/17	09/26/17 NB	C Today Show	7-9am	MT	:30	2	\$115.00	NM	
	tart Date End		Spots/Week 2	<u>Rate</u> \$115.00					
Spots: # Ch	Day Air Date	Air Time Descripti		Start/End Time	Length	Ad-ID			Rate Type
1 WSFA		8:59 AM NBC Too		7-9am		FLSM1908H			\$115.00 NM
2 WSFA	Tu 09/26/17	7:29 AM NBC Too		7-9am	:30	) FLSM1908H			\$115.00 NM
				Total Spots	3	5	-		

#### **Payment Terms 30 Days**

Gross Total \$5,690.00

Agency Commission

Net Amount Due \$4,836.50

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\$853.50